

Abstract of the Disclosure

5 A system for collecting program data from  
television systems is provided. The program data is  
collected at a main facility that distributes the  
program data to television distribution facilities for  
use in passive or interactive electronic television  
program guides. The system allows personnel at  
television station office computers to access a  
database of program data maintained at the main  
10 facility and to construct program schedules  
electronically using this database. The system error  
checks the program schedules in real time as they are  
constructed. The system allows reports, such as ad  
trafficking reports for use by television station  
15 personnel, to be generated based on the program  
schedule of a given television system.

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